

Dear Mr. Chairman:

My name is Jonathan Drake and I am the program director of radio station WLRW-FM ("Mix 94.5") in Champaign-Urbana, Illinois. I wish to file comments regarding the FCC's localism concerns. MB Docket number 04-233.

My radio station prides itself in the many ways we serve and stay in touch with our local community.

We provide locally-gathered news broadcasts every thirty minutes during our live and local morning show. Further, we are committed to "breaking into" our regularly scheduled programming with special bulletins and updates on stories that are of concern to the central Illinois communities we serve. We show the same concern when it comes to breaking weather information - dropping programming whenever necessary to keep listeners informed and up-to-date. During "tornado-season" and severe winter storms, we routinely drop everything and give our audience wall-to-wall coverage until the danger has passed. After the storm, we broadcast frequent updates to keep our listeners informed of road closures, power outages, where to go for supplies and who to contact in the region for help and support during and after the emergency - to allow them to live their lives as normally as possible.

We actively participate with regional police departments, county Sheriff's Departments and the Illinois State Police in the AMBER Alert system and, of course, the Emergency Alert System.

Our station is proud of our locally produced 30-minute public affairs program that runs weekly. This program is a long-form news and public affairs broadcast presented in a "magazine" style that is designed to keep our community up on the events and issues that affect them. Recent topics have included interviews with community and educational leaders in the area, issues concerning our local "citizens with disabilities" support program, school safety and security and the local effects of the recent flu vaccination shortage.

During events of a national scope (including the 9/11 terrorist attacks, the space shuttle Columbia incident, the war in Iraq) WLRW suspended all regular programming to offer continuous coverage on the events and their effects on the people of east central Illinois.

WLRW enjoys the privilege of being involved in numerous fund-raising opportunities and local causes. Recently, we have helped raise awareness and thousands of dollars in much-needed funding for breast cancer research and our local Digital Mammography Unit at Provena-Covenant Medical Center here locally, with a campaign called "Bras For A Cause." We are major sponsors each year for the Leukemia & Lymphoma Society's local "Light The Night Walk," the March of Dimes' "WalkAmerica" and the Champaign-Urbana chapter of the American Cancer Society's "Relay For Life" - of which several of our staff are on the volunteer board and planning committee. We also sponsor the local "Make A Difference Drive" to help needy families through the United Way of Champaign County in conjunction with our local university's volunteer programs office.

Public service is a hallmark of our on-air staff - with each full-time air personality volunteering their time and talents to local fundraisers, events and community service organizations. One of our morning personalities is actively involved in annual fundraising efforts with MDA. His co-host spends 2 days a week each school year as a mentor for a local elementary school student in the "C-U One-To-One" mentoring program. Another member of our staff volunteers with the local chapter of the American Diabetes Association to plan and host their

annual "Kiss A Pig" banquet and fundraiser. Yet another staff member sits on the local Crimestoppers board of director. I personally am a member of our local community college's communications' department advisory board, Cub Scout adult leader and member of the Knights of Columbus service organization.

Just this fall, we had our entire staff sworn-in as deputy registrars for Champaign County and spent nearly every day in September out on the streets holding voter-registration drives. This public service proved quite popular with hundreds of new voters becoming registered each week. Our efforts helped set a new county record for new registrations in an election year.

Each holiday season, WLRW spends the weeks leading up to Christmas granting the "Christmas Wishes" of those in need in our local area. Through the support of sponsors and the donations of other concerned citizens, we have helped many with a special need make ends meet during the holidays. Our work has included helping families pay their medical bills, make repairs on homes, provide holiday gifts, clothes or food to their children - the list goes on.

I know that we have many people at our station working hard to stay in touch with and inform our community as well as donating their free time to serve it. We take this obligation seriously! We know that, as far as being members of the Champaign-Urbana area, it is our most vital attribute. We never take for granted the privilege of being custodians of the public airwaves. I hope that the examples I have shared provide an idea of how committed we are to serving our local community. Thank you.

Sincerely,

Jonathan Drake
Program Director
MIX 94.5/WLRW-FM
Champaign-Urbana, IL.